



CITY OF DURHAM | NORTH CAROLINA

Date: July 5, 2011

To: Thomas J. Bonfield, City Manager

Through: Keith Chadwell, Deputy City Manager
D. Ann Gray, City Clerk

From: Kevin Dick, Director, Office of Economic and Workforce Development
Nicholas McCoy, Senior Workforce Development Manager

Subject: **Reappointment of Denise Motley-Johnston to serve as Chair of the Durham Workforce Development Board from July 1, 2011 – June 30, 2012**

Executive Summary

This memorandum outlines a recommendation that the City Manager authorize the reappointment of Denise Motley- Johnston to complete her term as Chair of the Durham Workforce Development Board (beyond her term limit that expired on June 30, 2011) for one additional year from July 1, 2011- June 30, 2012, which would require a waiver of the 6 year Board tenure rule (and/or a limit of serving 2 consecutive full terms) that is part of the City Council *Procedures for Appointing Citizens to Boards, Committees, and Commissions*.

Recommendation

The Office of Economic and Workforce Development (OEWD) recommends that the City Manager authorize a waiver of the 6 year tenure (and/or a limit of serving 2 consecutive full terms) for Board members that is part of the City Council *Procedures for Appointing Citizens to Boards, Committees, and Commissions* and approve the reappointment of Denise Motley-Johnston to serve (and complete her term as Chair) on the Durham Workforce Development Board for one additional year from July 1, 2011- June 30, 2012.

Background

According to the City Council *Procedures for Appointing Citizens to Boards, Committees, and Commissions* "citizens may serve only two (2) consecutive (full) terms on boards, committees or commissions except for members of the Capital Program Advisory Committee, Design District Review Team and the Raleigh-Durham Airport Authority who are subject to serving three (3) consecutive terms." One full-term consists of a two year appointment (from July 1st to June 30th of the following year) and cannot exceed a tenure of 6 years (contingent upon the date in which a member is initially appointed).

Issues & Analysis

Denise Motley-Johnston has successfully served the Durham Workforce Development Board (DWDB) for two consecutive full terms (and/or has reached her 6 year tenure) that expired on

June 30, 2011. Mrs. Motley-Johnston has also successfully served as Chair of the DWDB since July 1, 2008. Mrs. Motley-Johnston was re-elected to serve as Chair (midway through her last term) for a second two-year term on July 1, 2010. Mrs. Johnston's term as DWDB Chair and term as a DWDB Board member fall on off years, which has necessitated staff recommending that the City Manager authorize the reappointment of Denise Motley- Johnston to complete her term as Chair (beyond the 6 year tenure rule) of the Durham Workforce Development Board for one additional year from July 1, 2011- June 30, 2012.

There have been numerous accomplishments and milestones that have been reached by staff since Mrs. Motley-Johnston began her tenure as DWDB Chair. They include the following:

- The creation and adoption of the 2010-2012 Durham Workforce Development Board Strategic Plan;
- The recruitment of a diverse group of professionals on the Durham Workforce Development Board that includes representations from companies such as SunTrust, Measurement Inc., IBM, Sensus Corp and Computer Sciences Corporation, as well as three elected officials and several public agency heads;
- The opening of a new Durham Job Link Career Center site that is being recognized by the NC Department of Commerce *Division of Workforce Development* (oversight agency) as a model for other JobLink Centers throughout the state to follow and one that will help energize activity at the Northgate Mall;
- The launching the Durham Workforce Development Board and the Durham JobLink Career Center into the social networking age with the creation of a Twitter account (@DurhamWorkforce);
- The award of \$170,000 in incentive dollars for superior performance in helping unemployed adults and laid off workers get jobs, keep jobs and earn salaries well in excess of the Durham livable wage, and in helping youth access post-secondary educational opportunities, employment, earn academic credentials and make literacy and numeracy gains;
- The Board receiving national recognition by the U.S. Conference of Mayors and Wal-Mart Foundation and being awarded a \$400,000 grant for the development and implementation of a *Green Jobs Construction Training Program* for youth (Durham was the only one of nineteen applicant cities nationally to receive an award);
- The Board receiving national recognition by the United States Environmental Protection Agency and being awarded two \$200,000 grants for the development and the implementation of a *Brownfields Job Training Program* that resulted in a 67% job placement rate and an 88% graduation rate of students (2008 – 2010) and the award of a 2nd grant application in 2010 (which Durham's application ranked 6th of 63 applicants and one of only twelve to be funded nationally);

- The Board receiving statewide recognition for the *Project Reaching Independence Through Employability* (RITE) Program for youth - that was 1 of 4 in the state to be funded with a \$125,000 grant and receiving an additional allotment of \$24,000 due to superior performance;
- Successful resource development with approximately \$1.2M in competitive grants received by the board;
- The Durham JobLink receiving the highest chartering level given by the State for a JobLink Career Center (signifying it as a center that provides the highest level of customer service to businesses and job seekers) and subsequently being awarded a \$25,000 grant by the state for this achievement.

In addition to the aforementioned accomplishments, the following issues must also be considered in authorizing the reappointment of Mrs. Denise Motley-Johnston to serve as Chair of the Durham Workforce Development Board for one additional year from July 1, 2011- June 30, 2012:

- **Newly Appointed 1st Vice Chair:** Mr. Steven Williams was elected and approved as 1st Vice Chair by the DWDB on March 24, 2011. With a newly appointed 1st Vice-Chair, it will be beneficial to have Mrs. Motley-Johnston provide mentoring and leadership for Mr. Williams from July 1, 2011 through June 30, 2012 so that he may become a viable and leading candidate to serve as the next Board Chair from 2012-2014.
- **Precedent of Providing Waivers for other Boards:** There is precedent for the waiver from the 6 year Board tenure limit exception. Such a waiver was granted in the past to members of the RDU Airport Authority Board and the Recreation Advisory Board/Committee.
- **Development and Execution of 2012-14 DWDB Strategic Plan:** Having Mrs. Motley-Johnston serve as Chair of the DWDB will provide continuity in the leadership and guidance provided for the Board for the continued execution of the Strategic Plan (that expires in 2012) and the development of a new plan to take the DWDB from 2012 – 2014.

Alternatives

The City Manager could elect to neither authorize a waiver of the City Council *Procedures for Appointing Citizens to Boards, Committees, and Commissions* nor approve the reappointment of Denise Motley-Johnston to complete her term as DWDB Chair for one additional year from July 1, 2011- June 30, 2012. This decision would make it more difficult for the DWDB to transition under new leadership (from July 1, 2011 – June 30, 2012) and create a potential disruption in the guidance that has led to the aforementioned accomplishments; establishing a new DWDB Strategic Plan for 2012-2014; and mentoring the 1st Vice Chair to become a leading candidate for Mrs. Motley-Johnston's replacement in 2012.